Appl. No. 09/653,888 Amdt. Dated November 25, 2003 Reply to Office Action of August 27, 2003

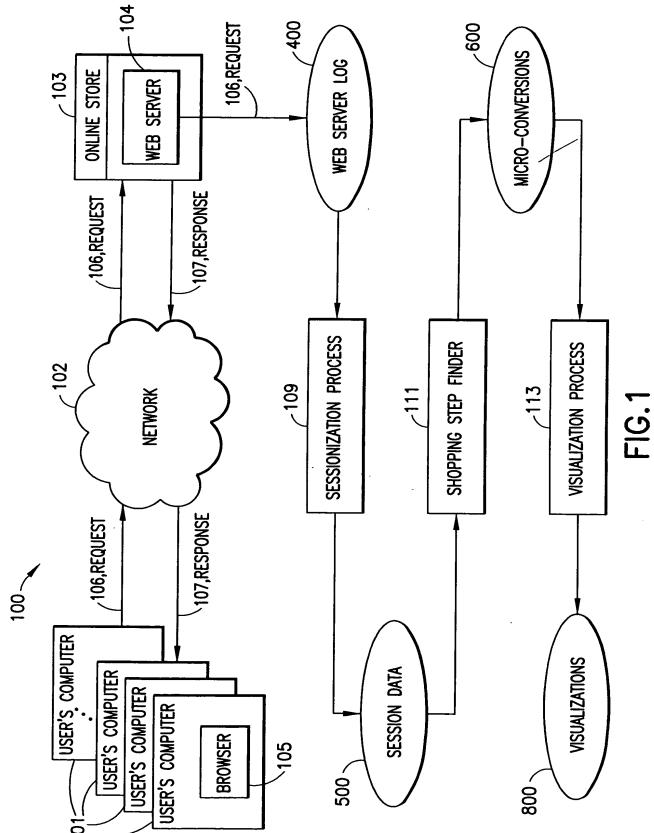
Amendments to the Drawings:

The attached thirteen sheets of formal drawings are to replace those informal drawings of record in the Application. No new matter is added to any of the drawings.

Attachments: Replacement Sheets (13)









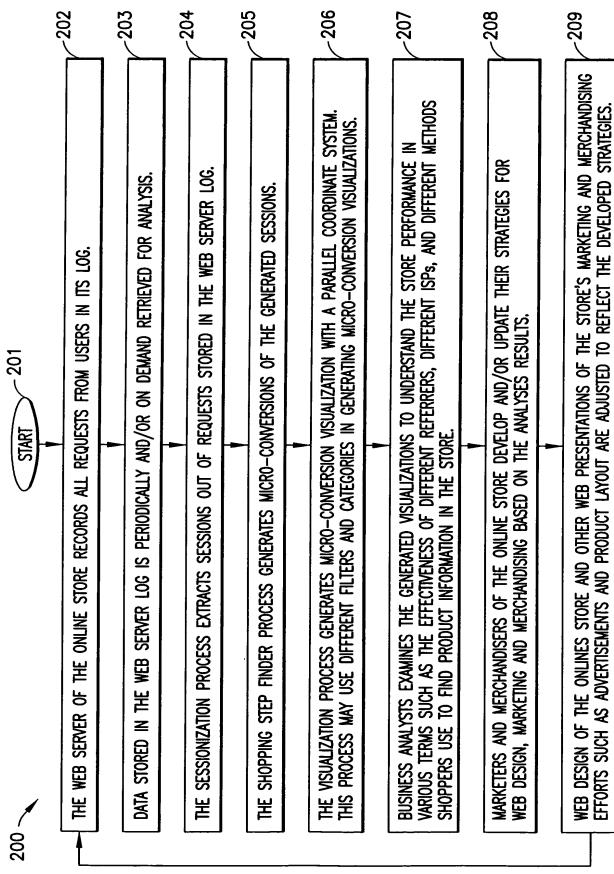
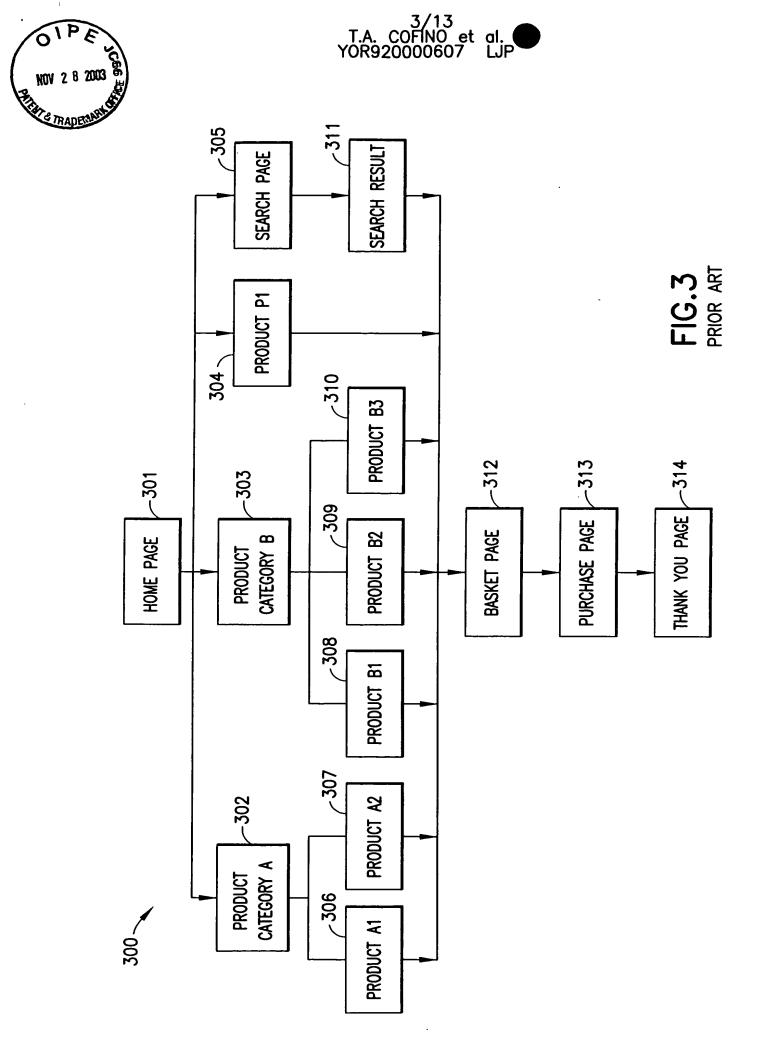


FIG.2



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				S	
				=	

405	LINKS	A, B, P1, SEARCH	A, B, P1, SEARCH	A1, A2	A, B, P1, SEARCH		BASKET, A	BASKET	PURCHASE, HOME	A2, B1, B2	A, B, P1, SEARCH	BASKET, B	B1, B2, B3	BASKET, B	81, 82, 83	PURCHASE, HOME	BASKET, B	THANK YOU	A, B, P1, SEARCH	PURCHASE, HOME	THANK YOU	HOME	A1, A2	HOME
404	CURRENT PAGE	HOME	HOME	А	HOME	SEARCH	A1	P1	BASKET	SEARCH RESULT	HOME	B1	В	B2	В	BASKET	B3	PURCHASE	HOME	BASKET	PURCHASE	THANK YOU	А	THANK YOU
7 403	REFERRER	R1	R2	HOME	R3	HOME	А	HOME	A1	SEARCH	BASKET	SEARCH RESULT	HOME	В	B2	B1	В	BASKET	P1	B3	BASKET	PURCHASE	HOME	PURCHASE
7402	SESSION ID	S1	S2	S1	S3	S2	S1	S3	S1	S2	S1	S2	S1	S1	S1	S2	S1	S2	S3	S1	S1	S1	S3	S2
7401	TIMESTAMP	T1	12	T3	74	T5	T6	77	Т8	T9	T10	T11	T12	T13	T14	T15	T16	T17	T18	T19	T20	T21	T22	T23



500

5/13 T.A. COFINO et al. YOR920000607 WP

		₍ 506	507	₍ 508
TIMESTAMP	SESSION ID	REFERRER	CURRENT PAGE	LINKS
T1	S1	R1	HOME	A, B, P1, SEARCH
T3	S1	HOME	A	A1, A2
T6	S1	A	A1	BASKET, A
T8	S1	A1	BASKET	PURCHASE, HOME
T10	S1	BASKET	HOME	A, B, P1, SEARCH
T12	S1	HOME	В	B1, B2, B3
T13	S1	В	B2	BASKET, B
T14	S1	B2	В	B1, B2, B3
T16	S1	В	B3	BASKET, B
T19	S1	B3	BASKET	PURCHASE, HOME
T20	S1	BASKET	PURCHASE	THANK YOU
T21	S1	PURCHASE	THANK YOU	HOME

(a) SESSION S1 _____ 501

TIMESTAMP SESSION ID REFERRER CURRENT PAGE LINKS **R2** HOME A, B, P1, SEARCH **T2 S2 SEARCH** HOME **S2 T5 S2 SEARCH** SEARCH RESULT A2, B1, B2 **T9 T11 S2** SEARCH RESULT **B1** BASKET, B **BASKET** PURCHASE, HOME **T15 S2 B1 S2 BASKET PURCHASE** THANK YOU **T17 T23 S2 PURCHASE** THANK YOU HOME

(b) SESSION S2 _____502

TIMESTAMP	Session id	REFERRER	CURRENT PAGE	LINKS
T4	S3	R3	HOME	A, B, P1, SEARCH
17	S3	HOME	P1	BASKET
T18	S3	P1	HOME	A, B, P1, SEARCH
T22	S3	HOME	Α	A1, A2

(c) SESSION S3 - 503

FIG.5



600

604	605	606	607
PRODUCT IMPRESSIONS	CLICK- THROUGHS	BASKET PLACEMENT	PURCHASE
T1, P1	T6, A1	T8, A1	T20, A1
T3, A1	T13, B2	T19, B3	T20, B3
T2, A2	T16, B3		
T10, P1			
T12, B1			
T12, B2			
T12, B3			
T14, B1			
T14, B2	,		
T14, B3			

(a) MICRO-CONVERSIONS OF SESSION S1 \longrightarrow 601

PRODUCT IMPRESSIONS	CLICK- THROUGHS	BASKET PLACEMENT	PURCHASE
T2, P1	T11, B1	T15, B1	T17, B1
T9, A2			
T9, B1			
T9, B2			

(b) MICRO-CONVERSIONS OF SESSION S2 - 602

PRODUCT IMPRESSIONS	CLICK- THROUGHS	BASKET PLACEMENT	PURCHASE
T4, P1	T7, P1		
T18, P1			
T22, A1			
T22, A2			

(c) MICRO-CONVERSIONS OF SESSION S3 ____603

FIG.6



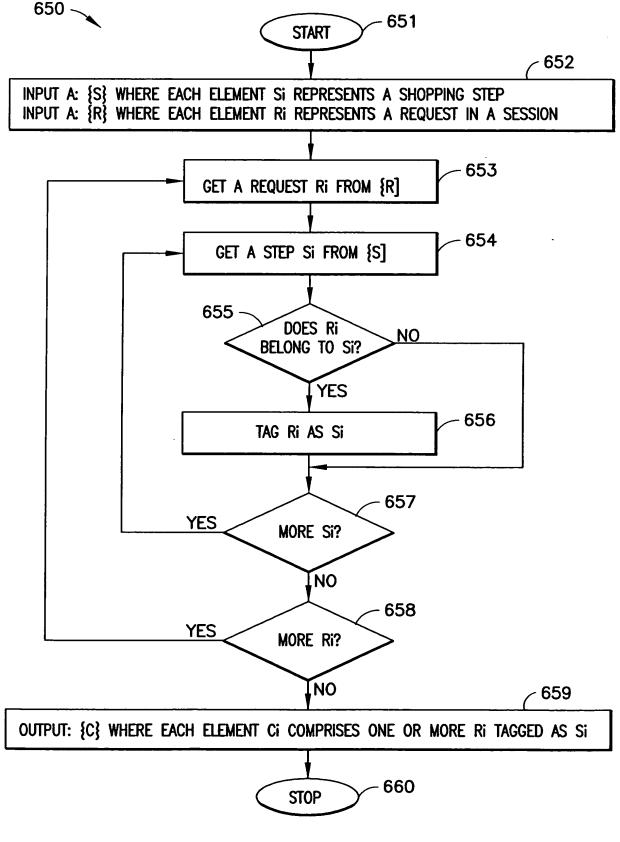


FIG.6A



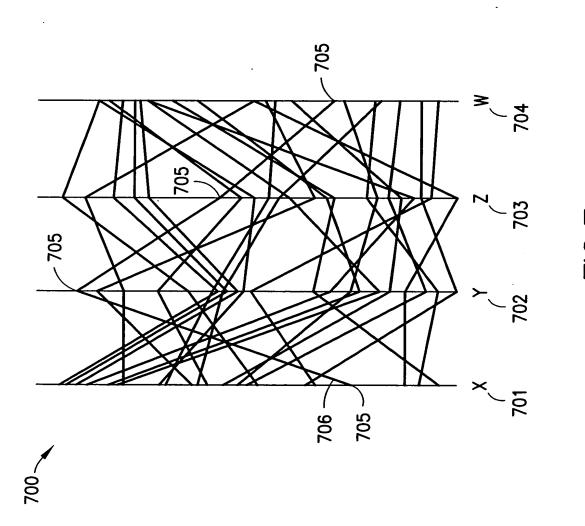


FIG.7 PRIOR ART



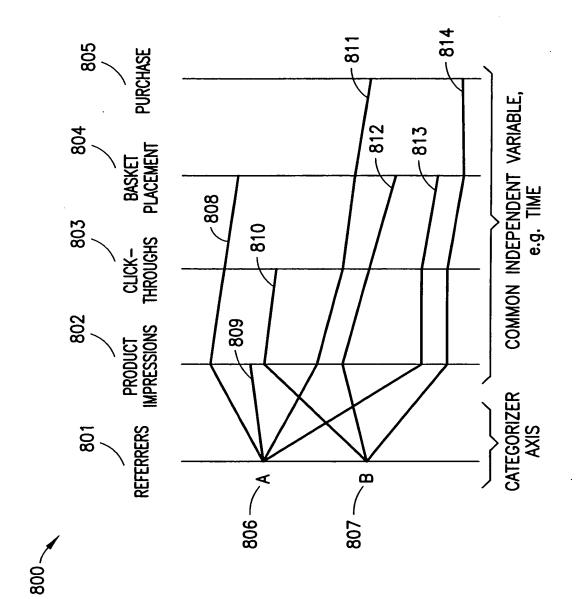
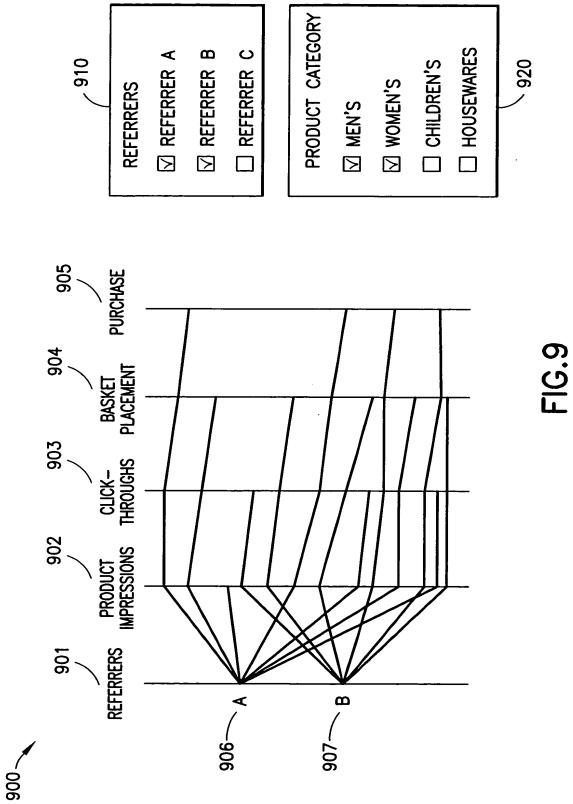


FIG.8





11/13 T.A. COFINO et al. YOR920000607 LJP

HOA 5 8 5003 92	
TRAPEGANT	

1000																						
1006	LINKS	A, B, P1, SEARCH	BASKET	A, B, P1, SEARCH	A1, A2	B, C, D, SEARCH		C2, C3, D1	BASKET, C	C2, C3, D1	BASKET, C	A, B, C, D, SEARCH		A1, B1, C3, D2	BASKET, D	PURCHASE, HOME	A, B, C, D, SEARCH	01, 02, 03	BASKET, D	PURCHASE, HOME	THANK YOU	НОМЕ
1005	CURRENT PAGE	HOME	P1	HOME	А	HOME	SEARCH	SEARCH RESULTS	C2	SEARCH RESULTS	C3	HOME	SEARCH	SEARCH RESULTS	D2	BASKET	HOME	D	D3	BASKET	PURCHASE	THANK YOU
1004	REFERRER	R3	HOME	P1	HOME	ST1	HOME	SEARCH	SEARCH RESULTS	C2	SEARCH RESULTS	ST2	HOME	SEARCH	SEARCH RESULTS	D2	BASKET	HOME	D	D3	BASKET	PURCHASE
1003	STORE	ST1	ST1	ST1	ST1	ST2	ST2	ST2	ST2	ST2	ST2	ST3	ST3	ST3	ST3	ST3	ST3	ST3	ST3	ST3	ST3	ST3
1002	SESSION ID	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3	S3
1001	TIMESTAMP	T4	77	T18	T22	T23	T24	T25	T26	T27	128	T29	T30	T31	T32	T33	T34	T35	T36	T37	T38	T39

FIG. 10

O 1 P E NOV 2 8 2003	The 985
THADESON'S	1100

71104	PURCHASE	T70 00 CT7	130, 02, 313	T38, D3, ST3															
71103	BASKET PI ACEMENT	T33 D0 CT2	133, 02, 313	T37, D3, ST3															
1102	CLICK—	T7 P1 ST1	TO 00 010	126, C2, ST2	T28, C3, ST2	T32, D2, ST3	T36, D3, ST3												
71101	PRODUCT IMPRESSIONS	TA P1 ST1	1, 0, 1	118, P1, SI1	T22, A1, ST1	T22, A2, ST1	T25, C1, ST2	T25, C3, ST2	T25, D1, ST2	T27, C2, ST2	T27, C3, ST2	T27, D1, ST2	T31, A1, ST3	T31, B1, ST3	T31, C3, ST3	T31, D2, ST3	T35, D1, ST3	T35, D2, ST3	T35, D3, ST3

FIG.11



